

Main Types of Unobtrusive Measures

- Physical traces
 - Erosion (ex. wear on floor in museum displays as measure of popularity of display)
 - Accretion (ex. garbage)



- Simple observation
- Media analysis such as content analysis, critical discourse analysis (ex. advertisements, news reports, films, music lyrics etc...)



- Analysis of archives, existing statistics & running records (ex. shoppers' records, library borrowers' histories)
- Simple observation



Unobtrusive Measures

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Driscoll**



Unobtrusive Measures:

Planning and Conducting Needs Assessments Belle Ruth Witkin, James W. Altschuld, 1995-09-07 Despite the increasing necessity for needs assessments in a variety of fields much confusion still prevails on how to conduct such assessments successfully This book is a practical guide to that end The authors first introduce a three phase model preassessment assessment and postassessment to clarify the distinctions between the needs of primary service recipients and the people and resources that exist They go on to describe methods appropriate for gathering data for assessing needs and for causal analysis The presentation of the framework the coverage of several approaches for analyzing data the balanced description of qualitative and quantitative methodologies and the multiple case studies and *Unobtrusive Measures* Eugene J. Webb, 1972 Thirty five years ago the four authors of this book addressed the problems of validity in social science research They were interested in new and unused methods for obtaining information The original edition and an expanded version have often been cited as justification for using novel means to supplement if not replace conventional techniques especially survey and archival research Illustrations abound in this book While the novelty of the illustrations will keep many a graduate student amused the more serious purpose is to authorize and motivate ingenuity in obtaining information Even more fundamental is the strategy of combining very different methods so that research results can by triangulation withstand threats to validity that so frequently invalidate single measure conventional research [Handbook of Research Methods in Public Administration](#) Sondra Brandler, Camille P. Roman, 2007-11-14 Describing new techniques and novel applications *Handbook of Research Methods in Public Administration* Second Edition demonstrates the use of tools designed to meet the increased complexity of problems in government and non profit organizations with ever more rigorous and systematic research It presents detailed information on conceptual [Unobtrusive Measures](#) Eugene J. Webb, Donald T. Campbell, Richard D. Schwartz, Lee Sechrest, 1999-10-12 Thirty five years ago the four authors of this book addressed the problems of validity in social science research They were interested in new and unused methods for obtaining information The original edition and an expanded version have often been cited as justification for using novel means to supplement if not replace conventional techniques especially survey and archival research Illustrations abound in this book While the novelty of the illustrations will keep many a graduate student amused the more serious purpose is to authorize and motivate ingenuity in obtaining information Even more fundamental is the strategy of combining very different methods so that research results can by triangulation withstand threats to validity that so frequently invalidate single measure conventional research [Research Design in Clinical Psychology](#) Alan E. Kazdin, 2023-09-07 Gain a thorough understanding of the entire research process developing ideas selecting methods analyzing and communicating results in this fully revised and updated textbook The sixth edition comprises the latest developments in the field including the use of technology and web based methods to conduct studies the role of robots and artificial intelligence in designing and evaluating research and the importance of

diversity in research to inform results that reflect the society we live in Designed to inspire the development of future research processes this is the perfect textbook for graduate students and professionals in research methods and research design in clinical psychology *Conducting Research* Catane, Juliet,2000 *Unobtrusive measures ; nonreactive research in the social sciences [by] Eugene J. Webb [and others].* Eugene J. Webb,1966 *Measurement of Communication Behavior* Philip Emmert,1989 This volume is designed to serve both as a textbook in courses dedicated to Research Methods in Communication and the Social Sciences and as a professional reference source for students and scholars engaged in empirical research **Measures for Clinical Practice: A Sourcebook** Kevin Corcoran,Joel Fischer,2000-06 In Measures for Clinical Practice Volume 1 Couples Families and Children and Volume 2 Adults Corcoran and Fischer provide an extensive collection of more than 400rapid assessment instruments RAIs including many questionnaires and scales which assess virtually any problem commonly encountered in clinical practice Corcoran and Fischer have revised this edition to reflect new research and contemporary clinical practices They include new scales and materials in areas such as assessment in culturally diverse populations and measurement in managed care systems as well as the best instruments updated from the previous editions Brief and easy to administer these best practice measures will be useful for all types of therapeutic and theoretical orientations All instruments are actually reprinted in the book and are carefully introduced and evaluated to aid in their selection Corcoran and Fischer explain the principles of measurement and how to apply them in practice *Capsules* ,1979 **Handbook for Measurement and Evaluation in Early Childhood Education** William Lawrence Goodwin,Laura A. Driscoll,1980 **The Chronic Crisis in Psychological Measurement and Assessment** Scott T. Meier,1994 This text discusses the origin and nature of controversies in the realm of psychological measurement and assessment and proposes means for resolving recurring problems It is presented from a conceptual rather than statistical framework and is relevant to all areas of psychological practice **The Practical Researcher: A Student Guide to Conducting Psychological Research, 3rd Edition** Dana S. Dunn,2012-11-06 In The Practical Researcher Dana S Dunn s student friendly writing style and personal tone provide readers with a practical and engaging introduction to research methods in psychology Using basic theory solid research practices and step by step techniques the author leads students through the process of conducting a project from start to finish The importance of learning to search read and critique the psychological literature as well as writing clearly about it are emphasized throughout Boxed features called Research Foundations present key issues faced by researchers allowing students to ponder various controversies while numerous examples practical tips and applied material bring the process of doing research to life Packed with useful decision trees tables checklists and illustrations this clear and precise book will equip students with the tools they need to carry out their research successfully *Instructor's Manual to Accompany Nachmias and Nachmias Research Methods in the Social Sciences* Terry D. Lundgren,1981 Summary Jurisdiction Act, 1879 Eamma H. Chesse,1880 *Advanced Research*

Methodology Barker R. Bausell, 1991-06 Designed for serious practicing researchers in all disciplines that conduct empirical investigations into the human condition **Marketing Research** Gerald Zaltman, Philip Burger, 1975 **Handbook of Research Methods** Natalie L. Sproull, 1995 A concise reference for researchers managers and administrators who make research based decisions and for students It covers the entire research process from variables to final report Special features include a glossary of terms a summary of 14 types of instruments with examples a research proposal checklist flowcharts for selecting appropriate statistical tests and a flowchart for the entire research process with alternatives at each decision point This edition first was 1988 adds a chapter overview of multivariate techniques Annotation copyright by Book News Inc Portland OR [Ethics in Social Research](#) Robert T. Bower, Priscilla De Gasparis, 1978 [The SAGE Encyclopedia of Social Science Research Methods](#) Michael Lewis-Beck, Alan E Bryman, Tim Futing Liao, 2003-12-15 This defining work will be valuable to readers and researchers in social sciences and humanities at all academic levels As a teaching resource it will be useful to instructors and students alike and will become a standard reference source Essential for general and academic collections CHOICE This Encyclopedia provides readers with authoritative essays on virtually all social science methods topics quantitative and qualitative by an international collection of experts Organized alphabetically the Encyclopedia of Social Science Research Methods covers research terms ranging from different methodological approaches to epistemological issues and specific statistical techniques Written to be accessible to general readers the Encyclopedia entries do not require advanced knowledge of mathematics or statistics to understand the purposes or basic principles of any of the methods To accomplish this goal there are two major types of entries definitions consisting of a paragraph or two to provide a quick explanation of a methodological term and topical treatments or essays that discuss the nature history applications and implications of using a certain method including suggested readings and references Readers are directed to related topics via cross referenced terms that appear in small capital letters By assembling entries of varied origins and serving different research purposes readers will be able to benefit from this immense source of methodological expertise in advancing their understanding of research With three volumes and more than 900 signed entries the Encyclopedia of Social Science Research Methods will be a critical addition to any social science library

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